

How SIEM Data Can Inform Your Recruitment Efforts in Turbulent Times

TABLE DISCUSSION QUESTIONS

Please discuss the two starting questions at your table, then move to either questions 3&4 or 5&6 as assigned to your table number. These questions are interrelated, so you may find your group addressing multiple questions at once. You may wish to read all the questions before answering your assigned initial questions.

SIEM = Strategic International Enrollment Management

All tables, start discussion here with data collection, metrics, and measurement.

- 1) What SIEM data are you collecting and what data has been a challenge to collect?
- 2) Given your goals for international student recruitment, what metrics and factors are you using to measure your SIEM success (e.g., recruitment, admissions, geographic or other diversity, persistence)?

Tables 1, 3, and 5, continue discussion here with external factors and recruitment response.

- 3) What new external factors are having the largest impact on your recruitment and retention of international students? How do you judge the impact of these factors?
- 4) What new recruitment and retention strategies have you implemented in the past year to address these new factors?

Tables 2, 4, and 6, continue discussion here with using SIEM to address the current recruitment environment.

- 5) How has your SIEM plan helped you weather the impact and perceptions of rhetoric and policy changes emanating from the White House?
- 6) Considering the potential for challenges, are there aspects of SIEM planning, or specific strategies, that are especially important?

**SUMMARIZE THE THREE BEST IDEAS
COMING OUT OF YOUR GROUP DISCUSSION
TO SHARE!**